



Processing Center • P.O. BOX 141578 • Austin, TX 78714

38030  
JOHN Q. SAMPLE  
1234 MAIN STREET  
ANYTOWN US 12345-6789

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ACD1234  
00-ACIDLT1E-2

July 2, 2015

Dear John Sample,

FireKeepers Casino Hotel (FireKeepers) is writing to inform you, as a current or former employee, of a data security incident that may have resulted in the disclosure of your personal information, including your name and Social Security number. We take the privacy and security of your information very seriously, and sincerely apologize for any concern or inconvenience this may cause you. This letter contains information about steps you can take to protect your information, and resources we are making available to help you.

On April 16, 2015, we learned that our credit and debit card processing system may have been compromised, and immediately hired computer forensic experts to assist with our investigation. During the investigation, on May 6, 2015, we discovered unauthorized access to a file storage server. After additional and extensive research, our experts determined that the file server may have contained documents with your

Although we have no evidence that any of the data on the file server was accessed or misused, we wanted to let you know about this event as a precaution.

Your trust is a top priority for FireKeepers, and we deeply regret any concern this may cause. Although we are not aware of any misuse of your information, we have arranged to have AllClear ID protect your identity for 12 months at no cost to you. The following identity protection services start on the date of this notice and you can use them at any time during the next 12 months.

**AllClear SECURE:** The team at AllClear ID is ready and standing by if you need identity repair assistance. This service is automatically available to you with no enrollment required. If a problem arises, simply call 1-855-861-4021 and a dedicated investigator will do the work to recover financial losses, restore your credit and make sure your identity is returned to its proper condition. AllClear ID maintains an A+ rating at the Better Business Bureau.

**AllClear PRO:** This service offers additional layers of protection including credit monitoring and a \$1 million identity theft insurance policy. To use the PRO service, you will need to provide your personal information to AllClear ID. You may sign up online at [enroll.allclearid.com](http://enroll.allclearid.com) or by phone by calling 1-855-861-4021 using the following redemption code: Redemption Code.

Please note: Additional steps may be required by you in order to activate your phone alerts.

We want to assure you that we have taken steps to help prevent this type of event from happening again. This includes installing new payment card processing equipment, strengthening our firewalls,



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incorporating two-factor authentication to secure your information, and reviewing our data security policies and procedures.

Please call 1-855-861-4021 Monday through Saturday from 9:00 a.m. – 9:00 p.m., Eastern Time, with any questions or concerns. We sincerely apologize for any inconvenience or concern that this matter may cause you and remain dedicated to protecting your privacy.

Sincerely,

A handwritten signature in black ink, appearing to read "R. Bruce McKee". The signature is stylized with a large, bold "R" and "M", and a cursive "Kee".

R. Bruce McKee  
Chief Executive Officer

## U.S. State Notification Requirements

### **For residents of Hawaii, Michigan, Missouri, Virginia, Vermont, and North Carolina:**

It is recommended by state law that you remain vigilant for incidents of fraud and identity theft by reviewing credit card account statements and monitoring your credit report for unauthorized activity.

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### **For residents of Illinois, Iowa, Maryland, Missouri, North Carolina, Oregon, and West Virginia:**

It is required by state laws to inform you that you may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account. You may obtain a free copy of your credit report by contacting any one or more of the following national consumer reporting agencies:

#### **Equifax**

P.O. Box 105851  
Atlanta, GA 30348  
1-800-685-1111  
www.equifax.com

#### **Experian**

P.O. Box 2002  
Allen, TX 75013  
1-888-397-3742  
www.experian.com

#### **TransUnion**

P.O. Box 6790  
Fullerton, CA 92834  
1-800-916-8800  
www.transunion.com

You may also obtain a free copy of your credit report online at [www.annualcreditreport.com](http://www.annualcreditreport.com), by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at [www.annualcreditreport.com](http://www.annualcreditreport.com)) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281.

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### **For residents of Iowa:**

State law advises you to report any suspected identity theft to law enforcement or to the Attorney General.

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### **For residents of Oregon:**

State laws advise you to report any suspected identity theft to law enforcement, as well as the Federal Trade Commission.

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### **For residents of Maryland, Illinois, and North Carolina:**

You can obtain information from the Maryland and North Carolina Offices of the Attorneys General and the Federal Trade Commission about fraud alerts, security freezes, and steps you can take toward preventing identity theft.

#### **Maryland Office of the Attorney General**

Consumer Protection Division  
200 St. Paul Place  
Baltimore, MD 21202  
1-888-743-0023  
www.oag.state.md.us

#### **North Carolina Office of the Attorney General**

Consumer Protection Division  
9001 Mail Service Center  
Raleigh, NC 27699-9001  
1-877-566-7226  
www.ncdoj.com

#### **Federal Trade Commission**

Consumer Response Center  
600 Pennsylvania Avenue, NW  
Washington, DC 20580  
1-877-IDTHEFT (438-4338)  
www.ftc.gov/bcp/edu/microsites/idtheft

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### **For residents of Massachusetts:**

It is required by state law that you are informed of your right to obtain a police report if you are a victim of identity theft.

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### **For residents of all states:**

**Fraud Alerts:** You can place fraud alerts with the three credit bureaus at one of the three major credit bureaus by phone and also via Experian's or Equifax's website. A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit. The contact information for all three credit bureaus is below:

**Monitoring:** You should always remain vigilant and monitor your accounts for suspicious or unusual activity.

**Security Freeze:** You also have the right to place a security freeze on your credit report. A security freeze is intended to prevent credit, loans and services from being approved in your name without your consent. To place a security freeze on your credit report, you need to send a request to each consumer reporting agency by certified mail, overnight mail, or regular stamped mail. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. The

consumer reporting agency may charge a fee of up to \$5.00 to place a freeze or lift or remove a freeze, but is free if you are a victim of identity theft or the spouse of a victim of identity theft, and you have submitted a valid police report relating to the identity theft incident to the consumer reporting agency. You may obtain a security freeze by contacting any one or more of the following national consumer reporting agencies:

**Equifax Security Freeze**

P.O. Box 105788  
Atlanta, GA 30348  
[www.equifax.com](http://www.equifax.com)

**Experian Security Freeze**

P.O. Box 9554  
Allen, TX 75013  
<http://www.experian.com/freeze>

**TransUnion (FVAD)**

P.O. Box 2000  
Chester, PA 19022  
[www.transunion.com](http://www.transunion.com)

More information can also be obtained by contacting the Federal Trade Commission listed above.